

F-6201

Ser. No. 09/308,017

Official

application into condition for allowance is respectfully requested. Please amend the above-identified patent application as follows:

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IN THE CLAIMS:

GROUP 3600

Please add the following claims.

30. (Newly Added) A method for detecting customer behavior comprising the steps of:

providing one of an advertising space and a sales space between a first sensor and a second sensor, and an advertising space between the first sensor and the second sensor;

detecting in direct sequence a number of potential customers with the first sensor;

detecting the number of potential customers that exit with the second sensor; projecting a message to potential customers in said advertising space with a display;

determining actual customers of said potential customers who purchased at least one product projected in said message; and

recording and correlating the number of the potential customers and the actual customers.

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31. (Newly Added) A method for detecting customer behavior according to claim 30, wherein the message is one of a visual message and an audiovisual message.

32. (Newly Added) A method for detecting customer behavior according to claim 30, wherein a message is only projected to potential customers if the number of potential customers detected in direct sequence with the first sensor exceeds the number potential customers that exit detected with the second sensor.

33. (Newly Added) A method for detecting customer behavior according to claim 30, wherein the step of recording and correlating data is via a worldwide link.

34. (Newly Added) A method for detecting customer behavior according to claim 30, further comprising the step of providing a third sensor between the advertising space and the sales space.

35. (Newly Added) A method for detecting customer behavior according to claim 30, wherein the advertising space and the sales space coincide.

36. (Newly Added) A method for detecting customer behavior according to claim 30, wherein potential customers are further detected in the advertising space.

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Dr 37. (Newly Added) An apparatus for detecting consumer behavior comprising:

Cont'd

- a first sensor for detecting in direct sequence a number of potential customers;
- an advertising region and a sales region;
- said advertising region adjacent said sales region;
- a second sensor for detecting the number of potential customers that exit;
- one of said advertising region and said sales region located electrically between said first sensor and said second sensor, and said advertising region located electrically between said first sensor and said second sensor;
- a display unit for presenting a message in said advertising region;
- a register for determining actual customers of said potential customers who purchased at least one product presented in said message;
- a computer for recording and evaluating the number of potential customers and the number of actual customers and for controlling said unit.

38. (Newly Added) An apparatus for detecting consumer behavior according to claim 37, wherein the computer controls the unit so that a message is only presented when the number of potential customers detected with the first sensor exceeds the number of potential customers that exit detected with the second sensor.

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39. (Newly Added) An apparatus for detecting consumer behavior according to claim 37, wherein the message is one of a visual message and an audiovisual message.

40. (Newly Added) An apparatus for detecting consumer behavior according to claim 37, further comprising a central control unit for controlling said computer.

41. (Newly Added) An apparatus for detecting consumer behavior according to claim 37, further comprising a third sensor for detecting the number of potential customers that exit the advertising region located between said first sensor and said second sensor.

42. (Newly Added) An apparatus for detecting consumer behavior according to claim 37, wherein the advertising region and the sales region coincide.

43. (Newly Added) An apparatus for detecting consumer behavior according to claim 37, wherein potential customers are further detected in the advertising space.